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PLATT'S BULBS

*bring the glamour of Spring
to your Garden!*

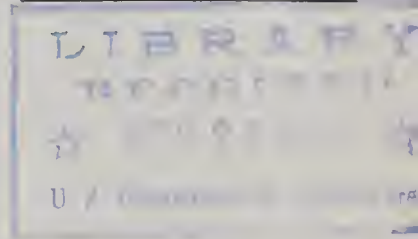


THE FRANK S. PLATT CO.

446-452 State Street NEW HAVEN, CONN.



Section 562, P. L. & R.



U. S. Dept. of Agriculture
Bureau of Plant Industry
Washington, D. C.



*Tulips of every hue
For your Spring Garden Revue!*

THE FRANK S. PLATT CO.

446-452 State Street

NEW HAVEN, CONN.

FALL • 1939

PLATT'S

Stately Tulips

GIANT DARWIN TULIPS

Including Ideal Darwin

Most beautiful of the Tulip race. Strong stems, 2 to 3 feet high, with immense blooms in May.

	Each	Doz.	100
* Afterglow. Salmon, shaded orange	\$0.05	\$0.55	\$4.00
* Baronne de la Tonnaye. Rose-pink, margined blush	.04	.45	3.50
* Bartigon. Fiery crimson	.04	.45	3.50
Benjamin Franklin. (Ideal.) Pure light lavender	.06	.60	4.50
Blue Eagle (Black Eagle). Extra large; maroon-purple	.06	.60	4.50
* City of Haarlem. Large; brilliant scarlet	.06	.65	5.00
* Clara Butt. Soft salmon-pink	.04	.45	3.50
* Dream. Large; soft lavender	.04	.45	3.50
Duke of Wellington. (Ideal.) White; white anthers	.07	.80	6.00
* Farncombe Sanders. Scarlet, with rasy bloom	.04	.45	3.50
* Faust. Dark satiny purple	.06	.60	4.50
Giant. Large; deep violet-purple	.06	.60	4.50
Grullemans's Giant. (Ideal.) Finest deep salmon-orange	.08	.90	7.00
Heliotrope. (Ideal.) Clear heliotrope	.06	.60	4.50
Insurpassable. (Ideal.) Mammoth; lilac	.09	1.00	7.50
King George V. Bright cherry-red	.06	.65	5.00
* King Harold. Deep ox-blood-red	.04	.45	3.50
King White. (Ideal.) Large; pure white	.07	.70	5.50
La Tulipe Noire (The Black Tulip). Dark maroon	.05	.55	4.00
Margaux. (Ideal.) Deep wine-red, edged lighter	.08	.85	6.50
* Melicette. Clear lavender, deeper than Dream	.06	.60	4.50
Michel Angelo. Large; soft yellow	.09	1.00	7.50
Mrs. Grullemans. (Ideal.) Outstanding white; anthers light yellow	.12	1.30	10.00
Mystery. Maroon-black; large and strong.	.07	.80	6.00
President Taft. Deep crimson-maroon. Superb	.07	.70	5.50
* Pride of Haarlem. Brilliant rosy carmine	.04	.45	3.50
Prince of Wales. Rose-pink, flushed scarlet	.05	.55	4.00
Princess Mary. Brilliant pink; very large	.12	1.35	10.50
San Michele. Cerise-scarlet with lighter edge	.08	.85	6.50
Scarlet Beauty. Glowing poppy-scarlet	.07	.80	6.00
Scotch Lassie. Finest deep lavender	.08	.85	6.50
Shot Silk. Silky white; light anthers	.07	.80	6.00
The Bishop. Magnificent clear deep violet	.08	.85	6.50
Tilly Luss. Rosy purple, superior to Tokay	.07	.80	6.00
Venus. Silvery rose, white base	.05	.55	4.00
* White City. Pure white	.07	.70	5.50
Yellow Giant. New. Golden yellow	.05	.55	4.00
Darwins, Special Mixed	.04	.45	3.50

SINGLE EARLY TULIPS

	Each	Doz.	100
Couleur Cardinal. Brilliant scarlet	\$0.06	\$0.60	\$4.50
De Wet. Brilliant orange; fragrant	.06	.60	4.50
Flamingo. Carmine-rose shaded lighter	.05	.55	4.00
Ibis. Brilliant pink; large	.05	.55	4.00
Keizerskroon. Crimson, bordered bright yellow	.06	.60	4.50
Lady Boreel. Large; snowy white	.06	.60	4.50
Pink Beauty. Bright pink and white	.07	.70	5.50
Rising Sun. Large; deep golden yellow	.05	.55	4.00
Single Early, Fine Mixed	.04	.45	3.50

DOUBLE EARLY TULIPS

	Each	Doz.	100
Couronne d'Or. Golden yellow	\$0.06	\$0.60	\$4.50
Imperator Rubrum. Best scarlet	.06	.65	5.00
Peach Blossom. Deep rosy pink	.06	.60	4.50
Schoonoord (White Murillo). Pure white	.06	.60	4.50
Double Early, Fine Mixed	.05	.55	4.00

BREEDER TULIPS

Majestic in size and of remarkable colors, mostly autumn tones. Bloom with the Darwins. Height same.

	Each	Doz.	100
Augustus. Large; grey-violet edged lighter	\$0.08	\$0.85	\$6.50
* Bacchus. Violet-blue; large	.06	.60	4.50
Creation. Finest bright orange and bronze	.06	.65	5.00
Dillenburg. Salmon-orange, shaded rose	.05	.55	4.00
Dom Pedro. Coffee-brown, shaded maroon	.05	.55	4.00
Golden West. Golden buff; very large	.06	.65	5.00
Goldfinch. Golden chestnut, flushed lilac. Very fine	.06	.60	4.50
Indian Chief. Large; reddish purple, flushed copper	.09	1.00	7.50
* Louis XIV. Rich purple, flushed bronze; margin golden brown	.05	.55	4.00
Lucifer. Bright terra-cotta-orange	.06	.60	4.50
Prince of Orange. Orange-scarlet	.05	.55	4.00
Stephanie. Bright violet shaded lighter	.10	1.05	8.00
Sundance. Orange, shaded terra cotta	.06	.60	4.50
William, The Silent. Large; deep violet-purple	.18	1.95	15.00
Breeders, Fine Mixed	.05	.55	4.00

COTTAGE TULIPS

	Each	Doz.	100
May-flowering. Height 18 to 22 inches.			
Alaska. (Lily-flowered.) Golden yellow	\$0.05	\$0.55	\$4.00
Amethyst. Bright violet-blue	.07	.80	6.00
Ambrosia. Fawn-colored, shaded bronze and lilac-rose	.06	.60	4.50
Belle Jaune. Large, long golden yellow flower	.18	1.95	15.00
Dido. Rich pink, edged orange	.04	.45	3.50
Golden Harvest. Large; lemon-yellow	.12	1.30	10.00
Golden Statue. Pale yellow; enormous	.12	1.30	10.00
Grenadier. Rich orange-scarlet	.05	.55	4.00
* Inglescombe Yellow (Yellow Darwin). Canary-yellow	.04	.45	3.50
Jeanne Desor. Orange-yellow, scarlet border	.06	.65	5.00
Leda. Deep cerise, edged lighter	.06	.65	5.00
Lohengrin. Brilliant cochineal-red	.07	.70	5.50
Marjorie Bowen. Buff and salmon-orange	.07	.70	5.50
Mazeppa. New. Brilliant cochineal-red	.11	1.15	9.00
Moonlight. Soft pale yellow	.05	.55	4.00
* Mrs. Moon. Golden yellow; pointed petals	.05	.55	4.00
Picotée. White, margined deep rose	.05	.55	4.00
Refulgence. The finest orange-scarlet	.17	1.80	14.00
Scarlet Emperor. Brilliant glowing scarlet	.07	.80	6.00
Sirene. (Lily-flowered.) Rich cerise-pink	.05	.55	4.00
Stromboli. Finest brilliant scarlet	.07	.80	6.00
Yellow Emperor. Deep yellow	.12	1.30	10.00

GRULLEMANI TULIPS

	Doz.	100
Mimosa. Blush-white with faint red spray	\$0.80	\$6.00
Dosia. Cream-white heavily sprayed with red; enormous flower	1.45	11.00

PARROT TULIPS

	Each	Doz.	100
Fantasy. The finest of all Parrot Tulips	\$0.05	\$0.55	\$4.00
Lady Derby. Lilac with lighter edge	.11	1.25	9.50

Platt's DeLuxe Tulip Collection

Consists of varieties of Ideal Darwins, Darwin, Breeder and Cottage Tulips.

Blue Eagle	Shot Silk	Belle Jaune
Duke of Wellington	The Bishop	Lohengrin
Faust	Tilly Luss	Marjorie Bowen
Insurpassable	Venus	Mazeppa
King George V	Louis XIV	Refulgence
Margaux	Stephanie	Stromboli
Michel Angelo		Grullemanni Dosia

5 each of above 20 Large-flowered Show and New varieties, labeled separately, for **\$6.50**

Tulips Shown in Natural Colors

Come to our store, if possible, and see these new
Floralite Plates
They will assist you in making selections



From back to front: BARONNE DE LA TONNAYE, Pink; KING GEORGE V, Cherry-Red; PRINCE OF ORANGE, Orange-Scarlet; INGLEScombe YELLOW, Clear Yellow; MELICETTE, Clear Lavender; SCOTCH LASSIE, Deep Lavender; VENUS, Silvery Rose

SPECIAL TULIP COLLECTION OFFER

AT REDUCED PRICES . . . To satisfy the demand for high-grade assortments, we offer extra values as follows: Our selection from the Darwin, Breeder and Cottage Tulips, varieties marked (*), consisting of the outstanding, most popular Tulips grown. Each variety labeled. All first quality, identical stock as offered separately, at a saving of more than 10 per cent. We can do this only if order is received early and because assortments are prepared on a large-volume basis in advance.

50 Tulips, 10 varieties, \$1.85; 100 Tulips, 10 varieties, \$3.75; 250 Tulips, 12 varieties, \$8.85; 500 Tulips, 12 varieties, \$17.50; 1000 Tulips, 16 varieties, \$34.50



SPRING GLORY



KING ALFRED

*The cost of
bulbs is measured not
by the price, but
by the quality and
results*

HARDY NARCISSUS

	Each	Doz.	100
Emperor. Rich yellow trumpet.....	\$0.08	\$0.90	\$7.00
Golden Spur. Rich yellow. Early.....	.07	.80	6.00
King Alfred. Large, single golden.....	.13	1.45	11.00
Mrs. Krelage. Majestic pure white. Called the White King Alfred.....	.18	2.00	15.00
Olympia. Large, frilled, yellow trumpet...	.11	1.15	9.00
Spring Glory. White perianth; golden trum- pet.....	.08	.90	7.00
Victoria. Selected, double-nosed bulbs. The perianth is white with a large yellow trumpet.....	.08	.90	7.00
Von Sion (Double Daffodil).....	.07	.80	6.00
Bath's Flame. (Barri.) Large, golden peri- anth; cup deep golden, edged orange-red...	.13	1.45	11.00
Firetail. (Barri.) Magnificent, broad, white petals; cup edged bright orange.....	.22	2.10	16.00
Poetaz, Boerhaave. New. Pure white, with sulphur cup.....	.07	.80	6.00
Poetaz, Elvira. White; yellow cup, edged orange.....	.07	.80	6.00
Poeticus ornatus, Eagle. White perianth; yellow cup, edged scarlet.....	.07	.70	5.50
Argent. Semi-double; creamy white, shaded lemon.....	.08	.90	7.00
Hardy Narcissus, Special Mixture. Extra good value.....	.06	.60	4.50

ROCK-GARDEN NARCISSUS

	Each	Doz.	100
Campernelle, Jonquil, Single	\$0.07	\$0.70	\$5.50
Campernelle, Jonquil, Double07	.70	5.50
Campernelle, Jonquil, Orange Queen07	.70	5.50

PAPER-WHITE NARCISSUS

	Doz.	100
Paper-White Grandiflora. Most satisfactory of all bulbs to grow in pebbles or peat fiber. Large bulbs.		
14 to 15 cm.....	\$0.40	\$3.00
15 to 16 cm.....	.55	4.00
Soleil d'Or (Yellow Paper-White).....	.90	7.00



VICTORIA

NOTE ON TULIP AND NARCISSUS VARIETIES

Much care has been taken to select varieties in the various color groups. From the several hundred existing kinds those listed may be called the cream of the list. They are also first quality as to grade. Second-quality bulbs are dear at any price. Order liberally and enjoy more variety.



FANTASY, Parrot



SIRENE, Lily-Flowered



SPECIES TULIP, Kaufmanniana



DE WET, Single Early

GIANT HYACINTHS



SPECIES TULIP, Clusiana

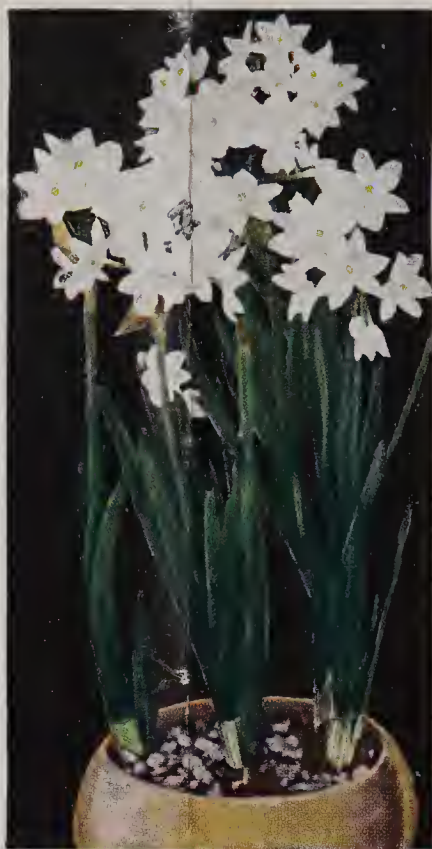


A Colorful Combination

Try the combination of yellow Narcissus and blue Hyacinths—they bloom at the same time, and the blue-and-gold effect is great.
Order early this year to assure top-quality bulbs for best results.



SNOWDROPS



PAPER-WHITE NARCISSUS



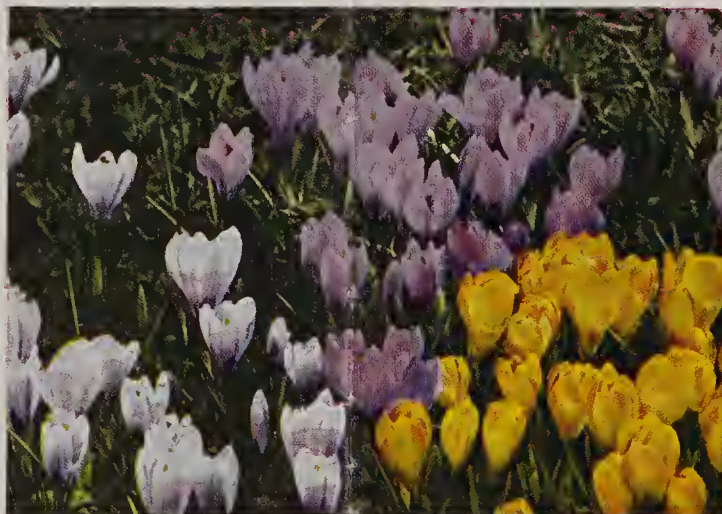
SCILLA SIBIRICA



AMARYLLIS



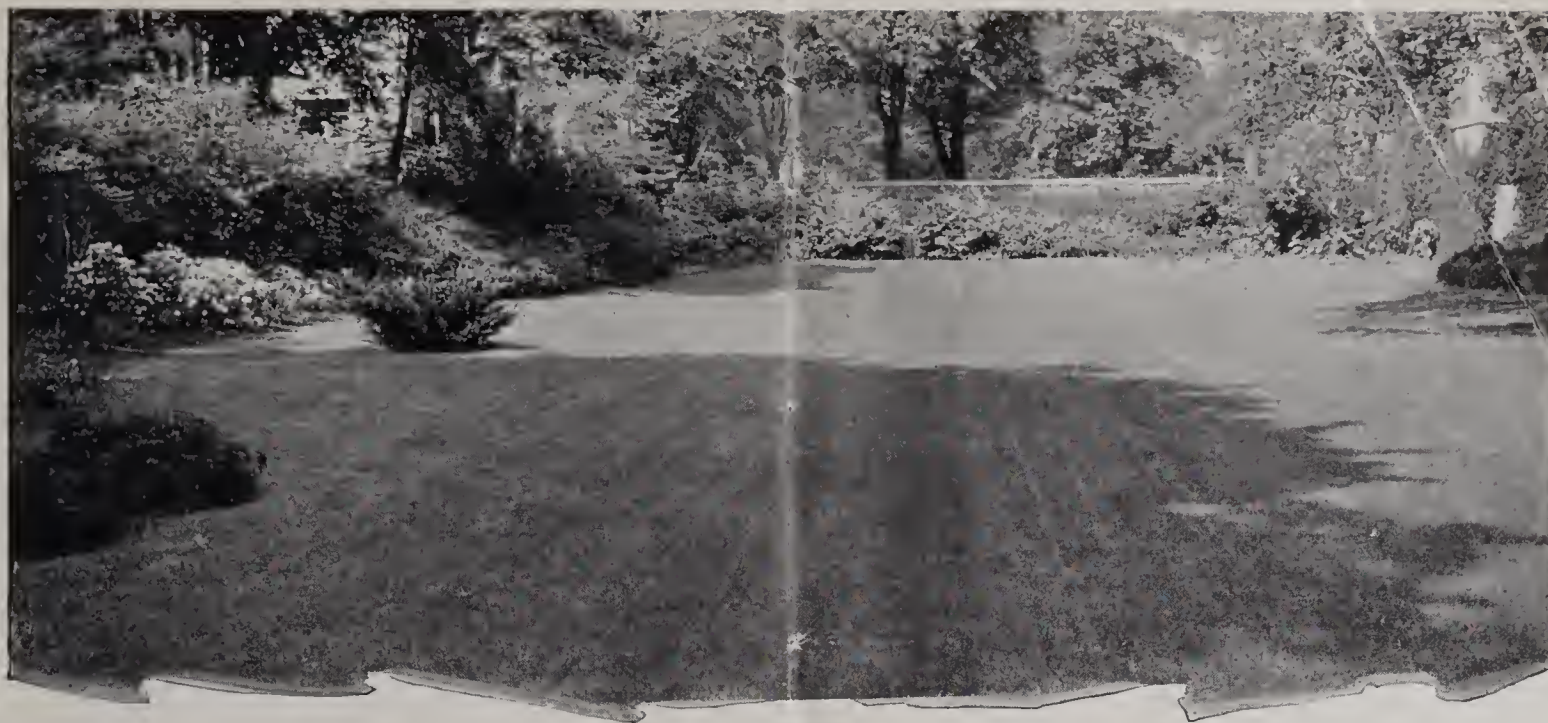
YELLOW CALLA LILY



GIANT-FLOWERING CROCUSES



MADONNA LILY



BOTANICAL TULIPS

Fine for Rock-Gardens

	Each	Doz.	100
Acuminata. Yellow, streaked red.	\$.011	\$1.15	\$9.00
Australis. Yellow, tinged bronze.	.06	.65	5.00
Clusiana. Cherry-red and creamy white.	.06	.60	4.50
Eichleri. Crimson, shaded orange.	.05	.55	4.00
Florentina odorata. Pure yellow.	.05	.55	4.00
Hageri. Dark crimson, shaded bronze.	.07	.70	5.50
Kaufmanniana. Creamy white, tinged rosy red.	.07	.80	6.00
Marjoletti. Soft primrose, shaded carmine.	.05	.55	4.00
Præstans. Bright orange.	.08	.90	7.00

SINGLE HYACINTHS

The Single Hyacinths make stronger and better spikes than the double sorts.

Grand Maitre. Deep porcelain-blue.

Lady Derby. Delicate pink.

L'Innocence. Pure white.

La Victoire. Brilliant carmine-rose.

Queen of the Blues. Light blue.

Queen of the Pinks. Rosy pink.

EXTRA-SIZE BULBS (19 cm. and up). Any of the above named Hyacinths, 15c. each; \$1.75 per doz.; \$13.00 per 100.

SECOND-SIZE BULBS (17 to 18 cm.). Any of the above named Hyacinths, 11c. each; \$1.15 per doz.; \$9.00 per 100. These are equal to many so-called First-Size Bulbs.

BEDDING-SIZE BULBS. Same quality as above except size (15 to 16 cm.). Very much superior to mixtures, as more uniform results are obtained from named sorts. Any of the above named Hyacinths, 8c. each; 90c. per doz.; \$7.00 per 100.

*Extra-size Hyacinth Bulbs recommended for exhibition
Second-size Bulbs for regular forcing and outdoors*

Platt's Lawn Grass Seed

The best time to make a lawn is in August and September, for there will be much less trouble with weeds than when sown in spring. Average weather conditions, too, are then more favorable for germination of the fine seed, for a more sturdy root-growth, and, in short, a better lawn. Only suitable kinds of good, clean seed, showing high purity and germination tests, should be used. There is no economy in cheap seeds.

PLATT'S EVERGREEN LAWN SEED

Best for general purposes. Contains heavy-grade, thoroughly re-cleaned seeds only of Kentucky Blue Grass, Red-Top, Rhode Island Bent, and White Clover. The many beautiful lawns that have been produced with Platt's Evergreen Lawn Seed and Platt's Shady Nook, about private homes, churches, universities and other public buildings are proofs of the exceptionally high-grade and suitable seeds used in these formulas. Please note our seed weighs 31 pounds per bushel. Pt. 22c.; qt. 41c.; 5 lbs. \$1.95; 15 lbs. \$5.40; 30 lbs. \$10.80; 100 lbs. \$34.00. Use 4 pounds for each 1000 square feet of new seeding.

PLATT'S SHADY NOOK. A formula containing *Poa trivialis*. Qt. 50c.; 5 lbs. \$2.40; 15 lbs. \$6.90; 30 lbs. \$13.80 100 lbs. \$44.00.

PLATT'S PREMIER. Contains Rhode Island Bent, Red-Top and heavy Kentucky Blue Grass only. Lb. 68c.; 10 lbs. \$6.60; 100 lbs. \$61.00.

EDGEWOOD PARK LAWN SEED. Contains re-cleaned Kentucky Blue Grass and Red-Top only. Lb. 39c.; 10 lbs. \$3.70; 100 lbs. \$32.00.

SPECIAL OFFER

\$3.50 Book of Garden Magic for \$1.50

if your order for bulbs amounts to \$20.00. With a \$15.00 order, send \$2.00. With a \$10.00 order, send \$2.50. With a \$5.00 order, send \$3.00. Without bulb order, \$3.50.

The author, R. E. Biles, has given, in the "Book of Garden Magic," complete instructions for the home-garden, with hundreds of clear illustrations to convey details at a glance. Complete text is followed by quick reference charts by national experts. It is the finest book of its kind we have ever seen. Every gardener should have a copy. Size 9 x 11½ in., 186 pages and 22 pages of calendar supplement.

This does **not** apply to the Special Tulip Collections because of the reduced prices at which the collections are sold.

General catalog of Vegetable, Field and Flower Seeds and Garden Supplies ready for mailing about February 1. If interested, we shall be glad to send you a copy. This is our sixty-second year of progress.

MISCELLANEOUS

Bulbs and Roots

LARGE-FLOWERING CROCUS

	Each	Doz.	100
Mammoth Yellow. Canary-yellow	\$0.03	\$0.30	\$2.00
Mammoth White03	.30	2.00
General Gordon. Deep purple03	.30	2.00
Striped Beauty. White, striped blue03	.30	2.00
Mammoth Mixed03	.30	1.85

LILIUM auratum

9 to 11 in. Ready in December or April30 3.50

L. candidum (Madonna Lily)

26 to 28 cm. bulbs. French. Northern-grown. Order and plant early. September is best.22 2.35

L. magnificum

9 to 11 in. Ready in December or April25 2.50

CALLA æthiopica. White; everblooming.

1¾ to 2 in. bulbs25 2.50

C. Elliottiana (Yellow Calla)25 2.50

AMARYLLIS, Hybrids

Large bulbs, 3½-4 in. Ready in December. .50 5.75

FREESIA, Purity

¾ in. and up.35 2.50

F., Golden Daffodil35 2.50

GRAPE HYACINTH, Heavenly Blue03 .30 2.00

SCILLA campanulata. Blue03 .30 2.00

S. sibirica. Bright blue; early04 .35 2.50

SNOWDROP, Single Elwesi03 .30 2.00

QUALITY AND PRICE OF PLATT'S BULBS

We believe in quality and we believe that the great majority of our customers desire first-quality bulbs. This was proved beyond a doubt in the spring of 1938 and 1939. Thousands of people visited plantings of our Tulip bulbs. Two hundred varieties of Darwin, Breeder and Cottage Tulips were on show. Comments were noted and we here offer you the best-liked varieties. We took colored pictures of them and would like to show you here each and every one, but good color printing is costly and even the best cannot do them justice. It is wise and prudent that you make your choice of varieties when they are in bloom. Next best are our Floralite Transparencies, hand-colored, on exhibition in our store. If we went to the expense of showing each variety in color in our price-list, we would be obliged to charge more for our bulbs. Save money and buy the best. There is no substitute for quality.

PARCEL POST ORDERS

On Bulbs and Lawn Seed, orders for \$1.00 and over will be sent postpaid if within 300 miles of New Haven; on orders for less than \$1.00, add 8c. to cover postage.

The Frank S. Platt Co.

446-452 State Street

NEW HAVEN, CONN.

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IN
U.S.A.